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### ROLE OF MEDIA IN INSTIGATING A CULTURE OF AGGRESSION AMONGST YOUTH IN PAKISTAN: A REFORMATION PLAN OF ACTION

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**Key Words: Media, Exposure, Aggression, Violence Portrayal, Aggressive Behaviour, Mitigate, University Students**

#### **ABSTRACT**

Violence portrayal in media (Television, Movies, Music, videos, video games, internet) lead to aggressive behavior amongst youth. The purpose of this research is to identify the relation between Media exposure and violence amongst youth in the current era. This study also aims at presenting a pack of recommendations and suggestions to mitigate the increasingly negative effects (Violent behaviours) of Media usage on youth. The Mixed Method Approaches (Quantitative and Qualitative) was used to collect data. The quantitative approach involved collecting and analyzing numerical data. The data was collected using self-administered questionnaires. Online surveys were used for data collection. For Qualitative research included an in-depth study of the contemporary work related to the topic at a broader spectrum. The data was analyzed by over-viewing the statistical representation of the answers. The results of the surveys and the literature review, indicate that there exists a co-relation between Media and Violence. Media leads to aggression in youth. This research article was concluded with some recommendations to mitigate the negative impact of media violence on youth.

## **RATIONALE/ PURPOSE**

Access and use of new media technologies by young people are on the rise and this technology explosion brings potential benefits and risks. As the lives of youth are increasingly permeated by all forms of media, debates have emerged about the impact of violent media on youth. All media forms like internet, T.V., magazines, newspapers, books, radio etc., through which violence is picturesque, have repercussions on the youth. Media aggression has been scrutinized a lot lately. Media violence defines as a visual representation of physical acts of aggression by a human or humanoid character against another. Media violence contribute to aggressive behavior, desensitization, violence, nightmares and existential fears of being harmed.

The introduction and saturation of mass media was one of the most noticeable developments in our social environment in the twentieth century. Television, radio, movies and video games have become the main part of our lives. Media has a strong influence on our values, beliefs, and behaviors. Research evidence collected for many years suggests that exposure of violence on television and video games has accelerated the chances of violent act on the part of the users, just as growing up in violent surroundings increases the risk of violent behavior. (Huesmann, L. R., & Taylor, L. D. (2006)). In 1972, U.S. Surgeon General Jesse Steinfeld testified before Congress that “the overwhelming consensus and the unanimous Scientific Advisory Committee’s report indicates that televised violence, indeed, does have an adverse effect on certain members of our society” (Steinfeld, 1972, p. 26). the 1982 NIMH report derived this conclusion and main organizations also raised this viewpoint that media violence is a great threat to health of public because it causes violent behavior in youth. Most researchers in the area agreed by the early 1990s that the influence of media violence on aggressive and violent behavior was genuine, causal, and significant. (Anderson et al.,2003). The purpose of this research is to identify that violence shown in television, music, social media and video games leads to aggressive behavior in youth.

## **OBJECTIVES**

**Q1:** To Investigate the role of social media (Television, Movies, Music, videos, video games, internet) towards augmenting aggressive behavior amongst youth in Pakistan

**Q2:** To Identify the relation between violence projected through media (Television, Movies, Music, videos, video games, internet) and the increasing rate of aggression amongst youth in Pakistan.

**Q3:** How can individual and society counteract the influence of media violence?

## LITERATURE REVIEW

### *Effects of Violent Media Content on Youth in the Light of Research Evidence*

Psychologists define aggression as a behavior that is done on purpose to harm an individual. There are many different types of aggression. For example: when somebody says harsh things to another individual it is known as verbal aggression. Relational aggression, also known as indirect aggression, is defined as behavior that is designed to injure the target person but is carried out outside of the target person's sight like telling bad things about that person to harm his relationship with other people. The most violent form of aggression is physical aggression. Physical aggressiveness can range in severity from minor acts such as pushing or shoving to more serious physical assaults and fights, as well as violent acts that pose a considerable danger of serious damage. The term violence is used for serious form of physical aggression that causes lethal injuries. (Anderson et al.,2003).

Over the last half-century, a large number of laboratory and field studies have been conducted to determine if exposure to violent behaviour on film or television increases aggressive behaviour in the short term. The continuous outcome from such randomised tests is that kids who see violent situations exhibit more aggressive behaviour, thoughts, or feelings than those who do not. (See reviews by Bushman & Huesmann, 2001; Comstock, 1980; Geen, 1990; Geen & Thomas, 1986; Huesmann, Moise, & Podolski, 1997). Paik and Comstock (1994) conducted a meta-analysis of cross-sectional surveys published between 1957 and 1990. They found an average  $r$  of .19 for 410 testing of the hypothesis that watching violent television is positively connected with aggressive conduct. Perhaps more importantly for the current research, the authors found 200 hypothesis tests in which the dependent measure of aggressive behaviour was real physical violence against another person. The effect size for these studies was approximately the same as for all surveys combined (i.e.,  $r$  .20). Music videos also contain violence at occasion. even those with no obvious aggressive content frequently have antisocial implications. music videos are mostly watched by youth. (Baxter, De Riemer, Landini, Leslie, & Singletary, 1985; Caplan, 1985; Rich, Woods, Goodman, Emans, & DuRant, 1998). Waite, Hillbrand, and Foster (1992) observed after removing Music Television in the forensic inpatient ward, there was decrease in the aggressive behavior of the patients. Roberts, Christenson, and Gentile (2003), on the other hand, reviewed the findings of an unpublished research that indicated a positive association between MTV viewing and physical fighting among third-through fifth-grade students. Furthermore, children who watched a lot of MTV were judged as more vocally aggressive, relationally hostile, and physically violent by their classmates than other children. They were assessed as more relationally hostile, physically violent, and less helpful by teachers.

Slater et al. state that studies on the impact of exposure to violent content on interactive media, such as video games and the Internet, are much more recent and smaller in number. Only a small number of correlational research have attempted

to differentiate between violent and nonviolent video games. His study was cross-sectional. He has explored that there is both a cross-sectional and lagged effect of violent-media content use on aggressiveness after all controls, and the predicted lagged effect of violent media content use on aggressiveness survives controls for contemporaneous effects in both directions. Parents are concerned because violent video games have crossed over violent television and music videos in terms of violent content. This is due to a variety of factors. For starters, youngsters spend a significant portion of their everyday time playing video games. Second, the majority of video game material is violent. Third, the youngsters are not passive observers but active participants in the games. As a result, they are more likely to engage in hostile behavior. The impact of exposure to violent video games has not been examined as thoroughly as the impact of exposure to TV or movie violence; nonetheless, the results published for video games to date are quite comparable to those found in TV and movie violence examinations. (Anderson & Bushman, 2001; Anderson et al., in press). Many researchers studied the relation between aggression and time spent in playing violent video games. Anderson and Dill (2000) developed a complex measure of current exposure of violent video games and associated it with self-reported aggressive conduct among college students in the previous year. (For example, assaulting or threatening other students, attacking someone with the intent of gravely injuring or murdering him or her, engaging in gang fights, hurling items at other persons). There was a significant correlation between exposure of violent video games and aggression. (r.4, p. 05). When studies accounted for antisocial personality, gender, and total time spent playing any form of video game, the size of the connection diminished but remained significant. Palmer and Koenig-Lewis (2009) describe social media as a new media outlet for collaborative and effortless connection, content and sharing of information, and an internet-based virtual platform with an active growth in the number of information sharing and online apps. A great many studies have examined the immediate effect of media violence on aggressive thoughts or as emotions (for reviews, see Berkowitz, 1993; Bushman & Huesmann, 2001; Geen, 2001; Rule & Ferguson, 1986). These studies are important to consider because research has shown that the risk of physically aggressive behavior against other people is increased among youth who believe that violence against others is acceptable (Huesmann & Guerra, 1997), in part because they believe that their targets are "bad" people and that punishing them is justified (e.g., Berkowitz, 1965; Berkowitz & Geen, 1967). Similarly, people who accept violence toward females (Byers & Eno, 1991; Lackie & de Man, 1997), who view others as being hostile (Dodge & Frame, 1982), who believe that retaliation is "honorable" (Nisbett & Cohen, 1996), who fantasize about violence (Rosenfeld, Huesmann, Eron, & Torney-Purta, 1982), or who just simply think about violent words (Carver, Ganellen, Froming, & Chambers, 1983) also are at high risk for physical aggression against others. Typically, randomized experiments demonstrate this exposure to Media violence can lead to an immediate increase in aggressiveness Thoughts and tolerance for aggression in children and older youth. Several content analyses over the past three decades have systematically examined the amount of violence on television Gerbner, 1972; Gerbner, Gross, Morgan, & Signorielli, 1980; Larsen, 1968; Potter et al., 1995; Signorielli, 1990).

The largest and most recent of these was the National Television Violence Survey (NTVS; Wilson et al., 1997, 1998), which examined the amount and content of violence on American television for 3 consecutive years. Most of researchers' interest has centered on how media violence affects the interpersonal behaviors of kids and teenagers, there may be developing proof that violence viewing also induces extreme fears and anxieties in younger visitors. (Singer, M. I., Slovak, K., Frierson, T., & York, P. (1998). As an example, a 1998 survey of greater than 2,000 0.33 thru eighth graders in Ohio found out that because the wide variety of hours of tv viewing in keeping with day multiplied, so did the prevalence of signs of psychological trauma, such as anxiety, depression, and posttraumatic pressure. (Cantor, J. (2002, April)).

There is an overwhelming consensus within the scientific literature approximately the bad outcomes of media violence. Meta-analyses display that media-violence viewing continually is related to higher stages of antisocial conduct, starting from the trivial (imitative violence directed in opposition to toys) to the critical (cruel violence), with many consequential outcomes in among (acceptance of violence as a option to problems, expanded feelings of hostility, and the obvious shipping of painful stimulation to every other person). Cantor, J. (2000). A big body of evidence exhibits that violent media can boom aggression. Certainly, the effects of display screen violence on increased competitive conduct have been reviewed and affirmed by means of numerous foremost scientific groups, which includes the yank Academy of Pediatrics, the American Academy of Toddler and Adolescent Psychiatry, the American medical association, the American Psychiatric association, the American psychological affiliation, the USA physician standard, the Society for the mental take a look at of Social troubles, and the global Society for studies on aggression.(Anderson CA, Shibuya A, Ihori N, et Al). A complete meta-evaluation discovered that publicity to violent video games will increase competitive thoughts, indignant feelings, physiologic arousal, adversarial value determinations, and aggressive behavior and decreases prosocial behavior (eg, assisting others) and empathy.(Iowa State University. Statements On media violence effects by major Scientific groups.). Publicity to violence in media does no longer totally affect aggressive behavior. Despite the fact that most research has targeted at the effects of media violence on aggression, researchers have currently tested different consequences as an instance, attentional troubles have end up a crucial place of cognizance in studies on terrible consequences of display screen media in youngsters and youth. The authors of other research similarly have recognized decrements in attention competencies in youngsters after excessive tv viewing and recurring video game play. (Gentile D. Pathological video-gameChristakis DA, Garrison MM, Herrenkohl T, et al...,Landhuis CE, Poulton R, Welch D, Hancox RJ...). This locating accords with information revealing that screen media publicity, particularly publicity to violent media, is associated with executive manipulate impairments and that this effect predicts high levels of impulsive aggression. (Swing EL, Anderson CA.). Previous studies on this topic have found that traditional devices such as televisions, computer game control centers and computers are associated with poor sleep quality (Hale & Guan, 2015;

Kenney&Gortmaker, 2017). Violence in screen entertainment media, people are easily to be exposed to video games, television, movies, and the Internet, is ubiquitous. It is defined as a description of characters or players trying to harm other characters or players. (Anderson, C. A., Bushman, B. J., Bartholow, B. D., Cantor, J., Christakis, D., Coyne, S. M.& Ybarra, M. (2017). Screen violence and behavior. *Pediatrics*, 140(Supplement 2), S147 Youth S142-). Violence is also depicted in the popular media and often involves action scenes that increase physiological arousal, such as heart rate and blood pressure. (Anderson, C. A., & Bushman, B. J. (2018). Media violence and the general aggression model. *Journal of Social Issues*, 74(2), 386-413.). According to a US poll, children aged 8 to 12 are exposed to entertainment media for an average of nearly six hours a day, with more than 4.5 hours of screen time. 13- to 18-year-olds have far more exposure: nearly nine hours of entertainment media and more than six and a half hours of screen time Rideout, V. (2015). The National Television Violence report shows that 61% of TV shows contain some violence. Only 4% of violent TV shows are anti-violence themed, or in other words, 96% of all violent TV shows to simply entertain viewers by using violence as a narrative, and the film's method [2]. Anderson, C. A., Berkowitz, L., Donnerstein, E., Huesmann, L. R., Johnson, J. D., Linz, D., Malamuth, N. M., & Wartella, E. (2003). The researchers observed through interviews with students and the school authorities (counselors, classroom teachers) that media violence and violent video games had a very negative impact on students and to their daily behavior. This agrees with the statement of Steven (2010) that adolescents worldwide are exposed to ever higher doses of aggressive images in the media. Exposure to violence on social media could lead to modeling aggressive behavior of adolescents. Unachukwu, Ebenebe and Nwosu (2019). They share this view because they assumed that children no longer show empathy because of it their exposure to violence on social networks. Anderson (2016) argues that media violence simply means scenes and story lines in which at least one character behaves aggressively towards at least one other character. Most researchers believe that the long-term effects of media violence depend on social cognitions that drive social behavior that changes over time. More research needs to be completed to identify all mediators, but it seems clear that they include normative beliefs about what kinds of social behavior are okay [4,13,27], world schemas that lead to hostile or hostile attributions of others' intentions. [4,12,27] and social scripts that automatically guide social behavior once well learned [4,11,27]. A number of professional groups have also addressed the state of relevant research on media violence (eg, Eron, Gentry & Schlegel's, 1994, report to the American Psychological Association), as have other federal agencies (eg, Federal Trade Commission, 2000). Six medical and public health professional organizations held a Congressional Public Health Summit on July 26, 2000 and issued a Joint Statement on the Impact of Entertainment Violence on Children. This statement states that "violence in entertainment can lead to an increase in aggressive attitudes, values, and behaviors, especially among children."

Research on openness to TV and film brutality recommends that playing savage computer games will increment forceful way of behaving. A metaanalytic survey

of the computer game exploration writing uncovers that fierce computer games increment forceful conduct in kids and youthful grown-ups. Exploratory and nonexperimental studies with guys and females in research center and field settings support this end. Investigations additionally uncover that openness to brutal computer games increments physiological excitement and hostility related contemplations and sentiments. Playing vicious computer games additionally diminishes prosocial conduct.

**In the article, “Tips on How to Deal with Media Violence”,** media violence presents a significant public health risk finds out how media violence impacts kids, and get tips on choosing quality, age-appropriate media”, **Caroline Knorr, suggests that** everywhere, we come across violence, including video games, movies, books, music, cartoons, the evening news, the Internet, and even commercials. And it's growing harder to avoid it. What are the effects of the current technology boom and 24-hour media availability, especially on our children?

That is the short answer: We don't know. Experts agree that no one reason can cause a nonviolent person to act aggressively, but heavy exposure to violent media can be a risk factor for violent behaviour. Children who experience several risk factors, such as domestic violence and conflict, are more likely to behave violently in the future.

**In the article, “Media created violence: a social determinant of mental health”, Shamshad Begum, Shaneela Sadruddin Khowaja, Gulnar Ali** referring to media influence state that **In the high-tech** world of today, scientific advancements contribute significantly to the improvement of human life, but they also have the potential to negatively affect humanity. Among all of these developments, media is one of the innovations that tries to draw in a huge audience and communicate information through a variety of means. One of the factors that hinders an individual's psychological health is media violence. Working to maintain mental health is a health professional's principal objective. Therefore, it is crucial to raise awareness of the effects of media violence on mental health, especially in the context of Pakistan. In Pakistan, violence has grown to be a significant public health issue. Anger and frustration over poverty, politics, and other factors appear to be the main causes of violence.

Working on Media Violence and its effects on the youth in the context of Pakistan, **Dr. Faiza Latif, Ms. Shumaila Abid and Dr. Malik Adnan** conducted a study and expressing their findings in the article entitled, “Media Violence and Siblings’ Aggressive Behavior: Parents’ Perception in Pakistan”, investigates the view of guardians in regards with the impact of media savagery on kin's way of behaving. This study was directed in the region of Punjab gathering information from Multan, Faisalabad and Lahore. Hypothesis of development was utilized on the review. The review reasoned that the youngsters generally sit in front of the TV and mess around on PCs when they are free. Guardians additionally saw social changes like kin battling with one another subsequent to review savage media contents. The outcomes likewise uncover that there is a huge connection between the time spent per day on media and forceful way of behaving. The review suggests that guardians ought to be cautious as what kind of media contents their kin are watching and how long they are spending on such media openness.

Eron Leonard, in the article, “Interventions to mitigate the psychological effects of Media Violence on Aggressive Behavior” (1986) supports one of the first studies emphasizing the importance of 157 interventions. An investigation into the prevalence of parental involvement in kids' television viewing Hicks (1968). (1968). He made the kids watch a clip on the television in wherein an adult repeatedly struck an inflated "bobo" made of plastic doll. After watching the television segment, the kids were immediately seen in a playroom, where they displayed aggressive imitations of one another dolls were noted. Children who had watched the show with an adult may have experienced an adult who had praised the aggressive behaviour made a comment showed greater violence in the aftermath of the exam than those who had observed with a grownup who had a poor opinion of the aggression. This finding indicates that, if parents were made aware of the harm caused by watching violent content, Children can watch television and simultaneously learn how to controlling and influencing their kids' television viewing would be a huge responsibility contribution.

Eron(1986) suggested in one his studies that programs that combine cognitive and behavioural approaches have been successful in other contexts, such as getting socially withdrawn children to interact with others, and they have a lot of potential for reducing aggressive behaviour in kids who are at risk of forming harmful antisocial habits. It should be simpler to reduce the association between persistent viewing of violent television content and severe antisocial conduct with intervention programmes that have been shown to be effective. In order for these interventions to be effective, they must highlight the unfavorability of aggressive conduct as well as the unreality of many media characterizations, as well as provide the young audience alternative problem-solving techniques.

Two other investigations by Huesmann et al., in their efforts to reduce violence and to lower the influence of television on aggressive behaviour of youngsters revealed that watching violent content on media directly affected their behaviour. Youngsters were taught that aggressiveness is a negative conduct as well as that



watching television may be harmful. At least in the imagination and cognition training groups, Singer and Singer took an indirect approach to the change worthy behaviours and instructed the parents on how to support their kids' language development and positive fantasy play. They projected that such action would reduce overt television influence and increase covert aggression. Although the children of those parents showed a slight improvement in their cognitive abilities and use of imagination, their aggressive conduct remained unaffected. With regard to television regulation, there was absolutely no impact.

Also a study by Robinson et al (2001) demonstrated that limiting children's media exposure without specifically addressing violence can lessen antisocial behaviour even in the absence of education regarding the impacts of media violence.

## **METHODOLOGY**

### ***Method and Research Design***

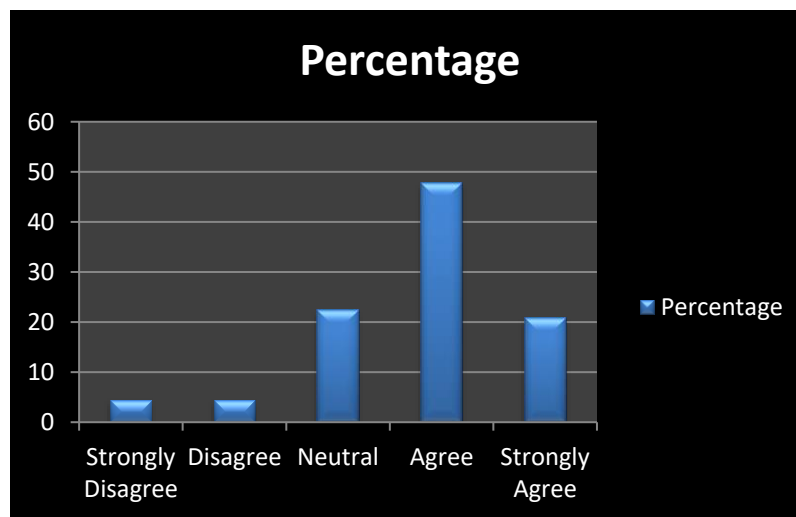
A quantitative approach was used in this research . The quantitative approach involves collecting and analyzing numerical data. It is used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. The data was collected using self-administered questionnaires. This questionnaire consists of a series of closed-ended questions. And the questions are filled in by the respondents themselves, without the interviewer. A five-point Likert scale was used. The respondent must indicate his level of agreement with the statement in five points using this scale. (1) disagree; (2) disagree; (3) neutral (4) agree; and (5) strongly agree. This research was done in a non-contrived study setting with minimal interference from the researcher. In a non-contrived study setting, the research is done in a natural environment where the work proceeds normally. The time horizon was cross-sectional, which means the data was collected in a single time frame. The unit of analysis was individual because the whole questionnaire was filled out by a single respondent. The population of the study was comprised of the youth of Pakistan. Online surveys were used for data collection because they have greater reliability, a better response rate, and are convenient for the respondent to fill out. Complete anonymity was maintained, and respondents were assured that their data would only be used for research purposes. This online questionnaire was sent to 100 youngsters, of which 67 responses were received. So, the response rate was 67%.

### **DATA ANALYSIS**

The data that was collected through an online survey was presented in a graphical form in MS Excel. The data was analyzed by overviewing the statistical representation of the data. We took the average of the results of each question in the survey. The result of the research study was concluded by analyzing the outcome of the survey.

**Question no 1:** Most of the people follow the trends of Media (T.V./films/games, internet and music) including violence and aggressive behavior shown in media.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 4.46%       |
| Disagree          | 4.44%       |
| Neutral           | 22.4%       |
| Agree             | 47.8%       |
| Strongly Agree    | 20.9%       |

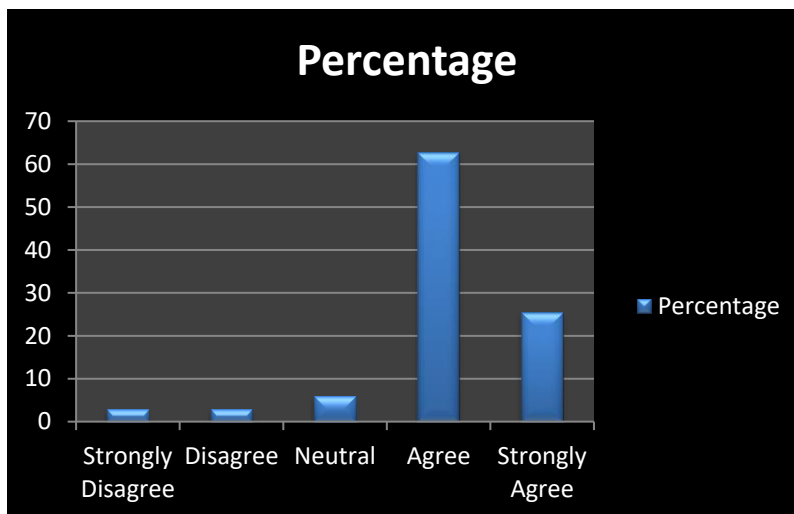


**RESULT:**

The output graphical analysis of the results obtained from the self-administered questionnaire survey revealed that 68.7% of the respondent strongly believed that majority of the people follow the trends of media including violence and aggressive behavior when exposed to it via media. A lesser number of respondents which is 22.4% gave a neutral response on this question. On the other hand, a considerably lesser percentage of respondents disagreed with the statement which comprised of 8.89%.

**Question no 2:** The young viewers copy the aggressive character shown in Media (T.V./films/games, internet and music)

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 2.95%       |
| Disagree          | 2.95%       |
| Neutral           | 6%          |
| Agree             | 62.7%       |
| Strongly Agree    | 25.4%       |

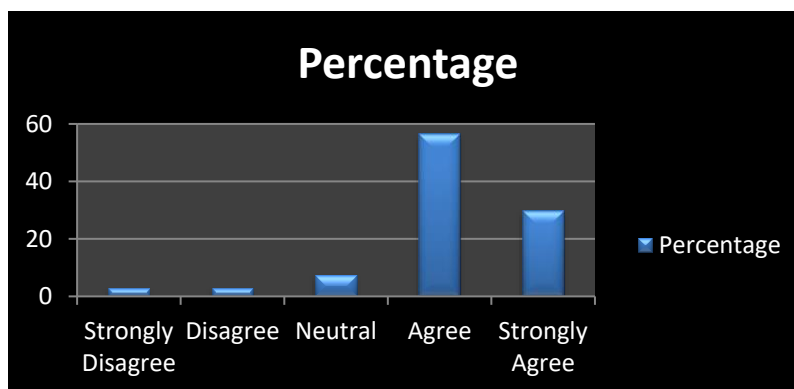


**RESULT:**

The graphical analysis depicted the percentage of respondents who agreed with the statement that the young viewers copy the aggressive character shown in T.V./films which comprises of the majority population of respondents which is 88.1%. A neutral response was given by 6% of the respondents. While on the other hand, only a small percentage of the respondents disagreed with the statement mentioned above and they comprise of only 5.9% of the total population of the respondents.

**Question no 3:** The aggression in Media (T.V./films/games, internet and music) increases the risk of aggression in the youth.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 2.95%       |
| Disagree          | 2.95%       |
| Neutral           | 7.5%        |
| Agree             | 29.9%       |
| Strongly Agree    | 56.7%       |

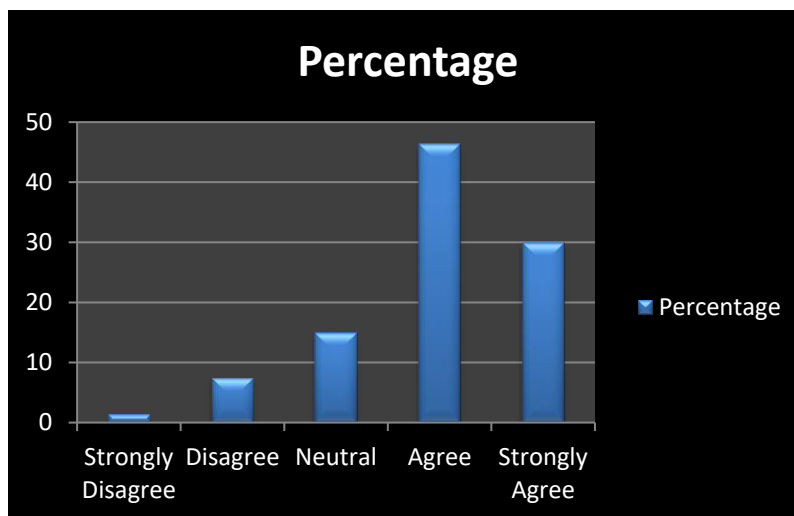


**RESULT:**

The graphical analysis of the response of people on the respective statement depicted that majority of the population agrees with the statement that the aggression in T.V./films increases the risk of aggression in the youth. This majority comprises of 86.6% of the total population. On the opposite side, only 5.9% of the total respondents disagreed with the statement in the questionnaire. 7.5% of the respondents chose to give a neutral response to the statement.

**Question no 4:** Unethical language used in Media (T.V./films/games, internet and music) lead to aggression in the youth.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 1.4%        |
| Disagree          | 7.5%        |
| Neutral           | 14.9%       |
| Agree             | 46.3%       |
| Strongly Agree    | 29.9%       |

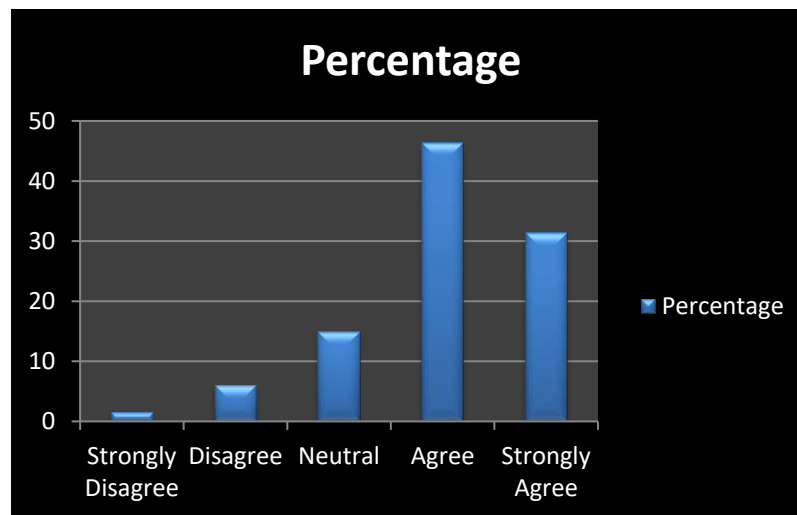


**RESULT:**

The graphical analysis of the responses recorded on the above stated statement indicated that 76.2% of the respondents agree with the statement that unethical language used in music lyrics leads to aggression in the youth. On the other hand, only 8.9% of the total respondents disagree with the statement. 14.9% of the total respondents responded neutral when asked about their opinion.

**Question no 5:** Violence shown in music videos leads to aggressive behavior in youth.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 1.5%        |
| Disagree          | 6%          |
| Neutral           | 14.9%       |
| Agree             | 46.3%       |
| Strongly Agree    | 31.3%       |

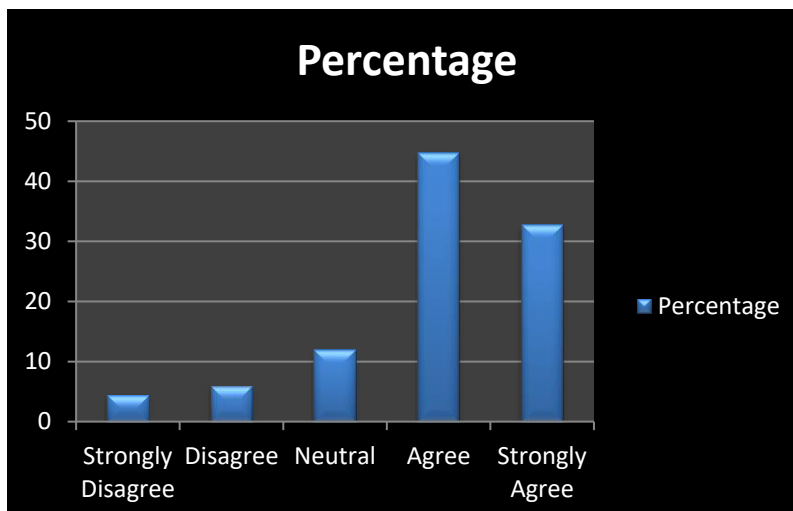


**RESULT:**

The graphical depiction of the opinions of the respondents on the statement that violence shown in music videos leads to aggressive behavior in youth indicates that majority of the respondents that comprise on 77.6% of the total population agree with this statement. On the other hand, only 7.5% of the respondents denied this statement and disagreed with it. 14.9% of the respondents expressed their opinion by staying neutral with the statement.

**Question no 6:** Violent video games (fighting and shooting games) increase the risk of aggression in the young players.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 4.5%        |
| Disagree          | 6%          |
| Neutral           | 11.9%       |
| Agree             | 44.8%       |
| Strongly Agree    | 32.8%       |

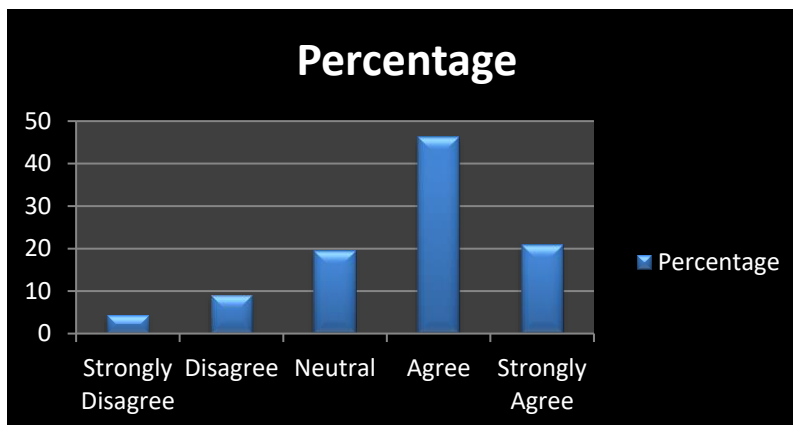


**RESULT:**

The graphical analysis of the responses collected on the statement “Violent video games (fighting and shooting games) increase the risk of aggression in the young players” depicted that majority of the respondents that comprises of 77.6% of respondents agree with it. 11.9% of the respondents stayed neutral on this statement. While 10.5% of the total respondents disagreed with the above presented statement.

**Question no 7:** The young people exposed to violent video games are more aggressive.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 4.4%        |
| Disagree          | 9%          |
| Neutral           | 19.4        |
| Agree             | 46.3%       |
| Strongly Agree    | 20.9%       |

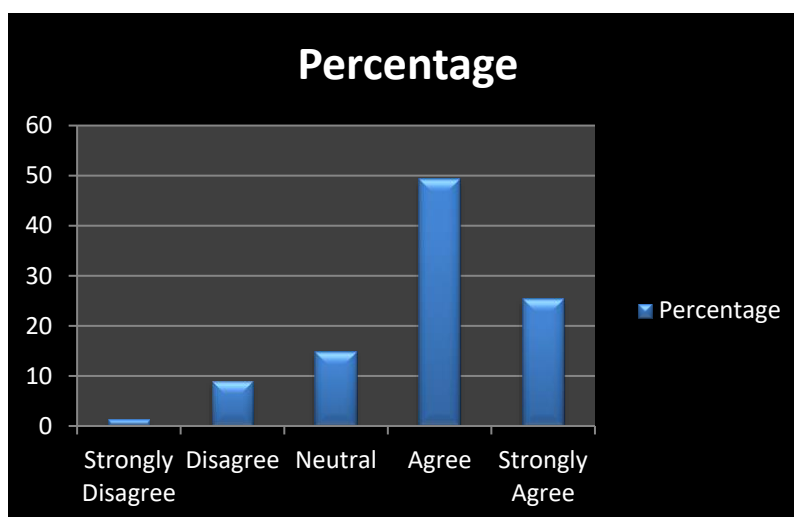


**RESULT:**

The graphical analysis of the responses collected on the statement “The young people exposed to violent video games are more aggressive” depicted that majority of the respondents that comprises of 67.2% of respondents agree with it. 19.4% of the respondents stayed neutral on this statement. While 13.4% of the total respondents disagreed with the above presented statement.

**Question no 8:** Interaction to aggressive people on social media leads to aggression.

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 2.2%        |
| Disagree          | 9%          |
| Neutral           | 14.9%       |
| Agree             | 49.3%       |
| Strongly Agree    | 25.5%       |

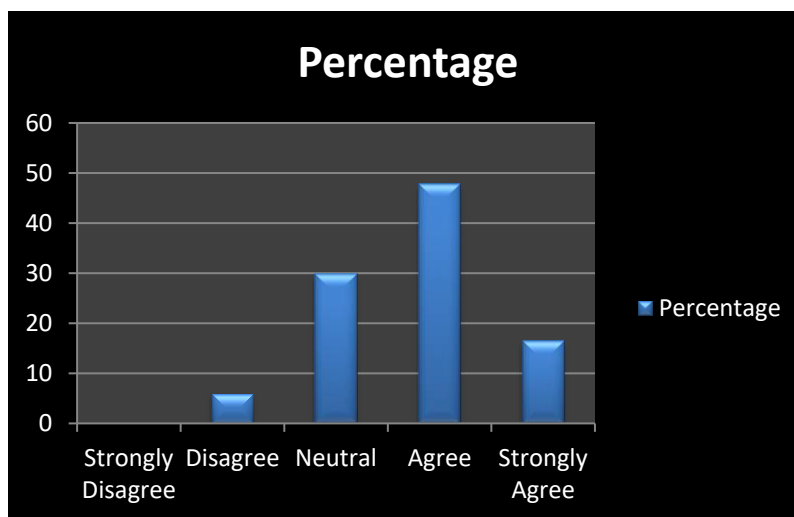


**RESULT:**

The graphical depiction of the opinions of the respondents on the statement that interaction to aggressive people on social media leads to aggression indicates that majority of the respondents that comprise on 74.8% of the total population agree with this statement. On the other hand, only 11.2% of the respondents denied this statement and disagreed with it. 14.9% of the respondents expressed their opinion by staying neutral with the statement.

**Question no 9:** Disturbing content on social media (T.V./films/games, internet and music)lead to aggressive behavior

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 0%          |
| Disagree          | 6%          |
| Neutral           | 29.9%       |
| Agree             | 47.8%       |
| Strongly Agree    | 16.4%       |



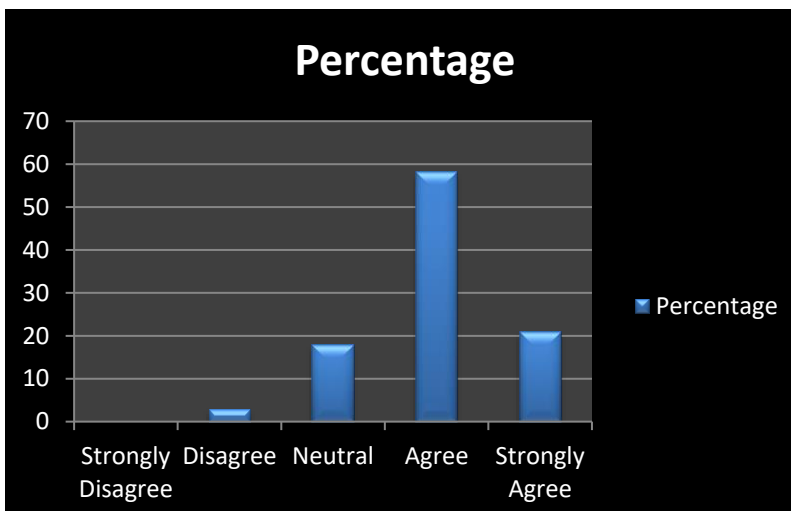
**RESULT:**

The graphical analysis of the responses recorded on the above stated statement indicated that 64.2% of the respondents agree with the statement that Disturbing content on social media leads to aggressive behavior. On the other hand, only 6% of the total respondents disagree with the statement. 29.9% of the total respondents responded neutral when asked about their opinion.

**Question no 10:** Does exposure to media violence lead to aggressive behavior among youth

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 0%          |
| Disagree          | 3%          |
| Neutral           | 17.9%       |
| Agree             | 58.2%       |
| Strongly Agree    | 20.9%       |



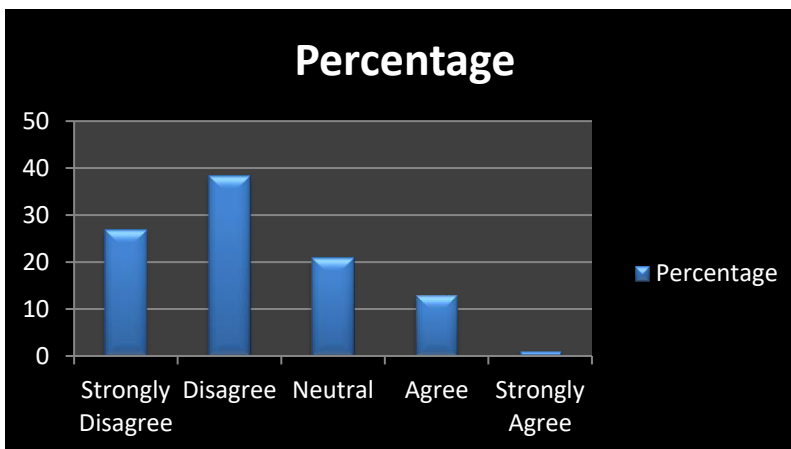


**RESULT:**

The graphical analysis of the response of people on the respective question depicted that majority of the population agrees with the statement that Does exposure to media violence leads to aggressive behavior among youth. This majority comprises of 79.1% of the total population. On the opposite side, only 3% of the total respondents disagreed with the statement in the questionnaire. 17.9% of the respondents chose to give a neutral response to the statement.

**Question no 11:** PEMRA is fulfilling its responsibility in censoring the violent content in media (T.V./films/games, internet and music)

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 29.6%       |
| Disagree          | 38.3%       |
| Neutral           | 20.9%       |
| Agree             | 12.9%       |
| Strongly Agree    | 1%          |

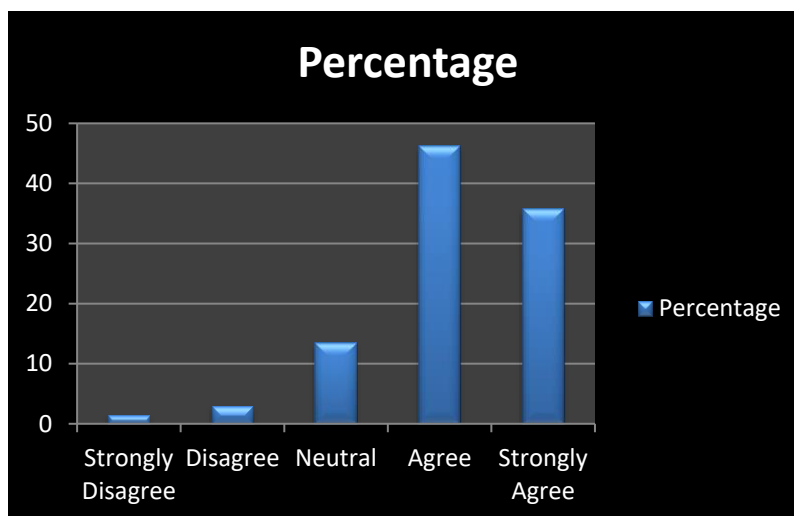


**RESULT:**

The graphical depiction of the opinions of the respondents on the statement that PEMRA is fulfilling its responsibility in censoring the violent content in media indicates that majority of the respondents that comprise on 67.9% of the total population disagree with this statement. On the other hand, only 13.9% of the respondents agreed with this statement. 20.9% of the respondents expressed their opinion by staying neutral with the statement.

**Question no 12:** It is the responsibility of parents to administer their child's exposure of violent media ((T.V./films/games, internet and music)

| Options           | Percentages |
|-------------------|-------------|
| Strongly Disagree | 1.5%        |
| Disagree          | 3%          |
| Neutral           | 13.4%       |
| Agree             | 46.3%       |
| Strongly Agree    | 35.8%       |



**RESULT:**

The graphical analysis of the response of people on the respective question depicted that majority of the population agrees with the statement that it is the responsibility of parents to administer their child's exposure of violent media. This majority comprises of 82.1.1% of the total population. On the opposite side, only 4.5% of the total respondents disagreed with the statement in the questionnaire. 13.4% of the respondents chose to give a neutral response to the statement.

**CONCLUSION**

We conducted a survey to identify the role of media in gearing up violent behaviors amongst youth in Pakistan. The analysis of this survey indicates that media violence and aggression has a very strong relationship. Majority of the youth agreed that violence shown in television, music, social media and video games leads to

aggressive behavior in youth. Youngsters exposed to violence and aggression have greater risk of showing aggression in their future life. The behavior of youth is negatively influenced by the violence shown in television, music, social media and video games. This negative influence leads to aggression in the youth.

## **RECOMMENDATIONS**

**Qualitative and Quantitative results revealed that, the increasing trends of violence and aggression amongst youth can be mitigated to a great extent :**

1. By conducting campaigns, seminars, and workshops to raise level of awareness among the youngsters, parents and teachers
2. By encouraging positive role and contribution of Youngsters in the nation building and a stable and sustainable society
3. By ensuring the active role and contribution of Pakistan Electronic Media Regulatory Authority (PEMRA) in censoring the violent content in media. It should warn the media houses to cut down the violent content from the creative ventures Media
4. Parents should fulfil their responsibility to administer their child's exposure to violent media. They should keep a strict eye on the use of media by their children so they can prevent them from watching violent content on media.
5. We, as adult and parents, should identify and explore some other alternatives other than media to engage the children in some positive and constructive activity.
6. Media houses should play their role in reducing the portrayal and depiction of the violent content. They should take measures to produce content that has positive and healthy impact on its viewers. This will lead towards cultivating an overall positive trend and environment.
7. Need to engage the youth in physical activities, games and challenging projects
8. Psychological counsellor can play a positive role to identify the behavioural changes and on spot recommendation at the initial stages
9. Parental Critical viewing skills to limit the effect of subsequent behaviour of the viewers need to be harnessed for better behavioural shifts

## **QUESTIONNAIRE**

1. Most of the people follow the trends of media including violence and aggressive behavior shown in media.

2. The young viewers copy the aggressive character shown in T.V./films
3. The aggression in T.V./films increases the risk of aggression in the youth.
4. Unethical language used in music lyrics leads to aggression in the youth.
5. Violence shown in music videos leads to aggressive behavior in youth.
6. Violent video games (fighting and shooting games) increase the risk of aggression in the young players.
7. The young people exposed to violent video games are more aggressive.
8. Interaction to aggressive people on social media leads to aggression.
9. Disturbing content on social media leads to aggressive behavior.
10. Does exposure to media violence leads to aggressive behavior among youth.
11. PEMRA is fulfilling its responsibility in censoring the violent content in media.
12. It is the responsibility of parents to administer their child's exposure of violent media.

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